SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY

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Ph.D. Synopsis on

"A STUDY OF WOMEN ENTREPRENEURSHIP IN THE SELECTED IT COMPANIES HYDERABAD"

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A Study of Women Entrepreneurship in the Selected IT Companies Hyderabad

"An Analytical Study of Women Entrepreneurship in Selected IT Companies in Hyderabad"

1.1 INTRODUCTION:

Women entrepreneurs in India need better access to finance and networks. Also, they are need to more inclusive, non-discriminatory and safe work environments. As a woman entrepreneur gaining more support from their families and social circles to achieves their entrepreneurial activities. Household and care duties should not be understood as women's role responsibility. In addition, granting maternity benefits to women entrepreneurs, improving childcare and cultivating social acceptance would pave the way for success of their entrepreneurial activities and family responsibilities.

The study mainly focuses on the role of women entrepreneurs while doing business in Information Technology (IT) Companies in the city of Hyderabad, Telangana, India has studied and also identifies different factors that affects the success of female entrepreneurs.

In the current scenario, women are successfully playing/contributing their part in all the sectors. They have turned their challenges into roaring opportunities. Women as entrepreneurs face many challenges like work life balance, educational background, family support, arranging finance, difficulty in technological up gradation, lack of communication and marketing skills, lack of industry knowledge and experience, stiff competition, male dominated society and discrimination. This study focuses more on the challenges faced by women entrepreneurs. The solution to overcome these challenges is also discussed in the study.

The rapidly growing business environment in India brings many challenges and some top of the mind business issues for the Business Sector. Today's business workforce is undergoing a massive change as a result of powerful global forces. Women Entrepreneurs are ready to accept challenges that help them to meet their personal needs and transform themselves as economically independent. Women Entrepreneurs are affected by unnecessary fear, lack of

motivation, financial constraints, inadequate institutional support, Non- availability of good employees. The aim of the study is to identify the constraints required for an entrepreneur and major problems faced by women entrepreneurs in the selected IT companies in the city of Hyderabad.

In this study, an attempt is made to identify the role of women entrepreneurs in the selected IT companies in the city of Hyderabad. The roles and responsibilities of women entrepreneurs are transforming as the modern business faces pressures of Industrialization.

Women entrepreneurship in Telangana state is a subject of growing interest due to its potential to drive economic growth, promote gender equality, and foster social development. This study explores the challenges and opportunities faced by women entrepreneurs in the region, aiming to provide insights for policymakers, industry stakeholders, and civil society organizations. Through a comprehensive analysis of the entrepreneurial landscape, including factors such as access to finance, cultural norms, support infrastructure, work-life balance, and gender biases, the study identifies significant barriers hindering the progress of women entrepreneurs. Despite these challenges, the study also highlights promising opportunities available to women's entrepreneurs across various sectors, including textiles, information technology, healthcare, agribusiness, tourism, handicrafts, education, renewable energy, and social entrepreneurship. By addressing the systemic barriers and leveraging the available opportunities, Telangana state can unlock the full potential of women entrepreneurship, driving inclusive economic growth, social development, and gender empowerment. Empowering women entrepreneurs is not only imperative for individual empowerment but also essential for realizing Telangana states vision of becoming a global leader in entrepreneurship.

1.2 STATEMENT OF THE PROBLEM:

At an outset, the study completely reveals the challenges and the threats faced by women. However, the women should come out of their own nutshell. This is a competitive environment, where the women should face the men, community/ societal challenges with at most courage in order to stand independent. Finally, the women to become as successful entrepreneurs they need support from the society, family and even the government in the form of training. The study also emphasizes that there are many constraints that stands as

hurdles in the path way of women entrepreneurs. The possibilities to overcome the hurdles are utilizing the government subsidies and undertaking training programmes sponsored by the Government.

In the present technological phase, being (even though many) more women are educated, only less percentage take the option of entrepreneurship. What could be the reason for the same?

Are women lacking their family support, work life balance, technological and financial support?

Do women entrepreneurs fear for risk – bearing, organizational challenges and innovations in the business?

1.3 NEED OF THE STUDY:

In the modern era where we speak and give importance to women empowerment, but still a hesitation lies among women community to successfully step into the challenging business world. In India there are many successful entrepreneurs like Kiran Mazumdar Shaw (Biocon Limited), Indu Jain (Bennett, Coleman & Co. Ltd.,), Indra Nooyi is the CEO and President of PepsiCo, Vandana Luthra (VLCC), Ekta Kapoor (Balaji Tele films) and many more prove that they are in no way less than the men entrepreneurs. The study specifies that indeed they face many challenges like problem of finance, conflict between work and family, shortage of

raw material, stiff competition, limited mobility, lack of motivation, low literacy, male dominated society, low risk bearing capability and discrimination. Here the need arises like in what ways the women can overcome the tough situation and can accomplish the entrepreneurial skills. There are many banks, financial Institutions and Mahila self-help groups extend their support to women entrepreneurs. But what makes them reluctant to avail the help is the question for the hour.

1.4 OBJECTIVES OF THE STUDY:

1. To study the role of women entrepreneurship in the IT sector in India.

2. To study and analyze the qualities and traits required for women entrepreneurs with reference to IT Sector in the City of Hyderabad.

3. To analyse the motivational and infrastructural factors impacting on IT companies start-

ups by Women Entrepreneurs.

4. To analyze the challenges faced by women entrepreneurs in the IT sector.

5. To assess the strategies employed by women entrepreneurs to sustain and grow their IT Businesses

6. To study the impact of infrastructural and policy support on women-led IT start-ups.

7. To Provide recommendations for policymakers, stakeholders, and aspiring women entrepreneurs to promote women entrepreneurship in the IT sector.

1.5 HYPOTHESIS OF THE STUDY:

Hypothesis-1

Null Hypothesis (Ho): There is no significant impact of qualities and traits on development of Women entrepreneurship in India.

Alternative Hypothesis (H1): There will be significant impact of qualities and traits on development of Women entrepreneurship in India.

Hypothesis-2

Null Hypothesis (HO): There is no significant impact of motivational and infrastructural factors impacting on IT companies start-ups by Women Entrepreneurs.

Alternative Hypothesis (H1): There will be significant impact of motivational and infrastructural factors impacting on IT companies start-ups by Women Entrepreneurs.

Hypothesis -3

Null Hypothesis (HO): There is no significant impact of issues related to finance, market access, and business support services and work life balance of Women Entrepreneurs in the IT sector.

Alternative Hypothesis (H1): There is no significant impact of issues related to finance, market access, and business support services and work life balance of Women Entrepreneurs in the IT sector.

1.6 RESEARCH METHODOLOGY:

The present study based on extensive study of both primary and secondary data.

Primary data has collected from the 500 respondent's women Entrepreneurs in the selected study area of Hyderabad, Telangana. Primary data has been collected through a general public survey in which a structured questionnaire was created and the responses were gathered from people of different age groups and professions.

The **secondary data** collected from various books, National & International Journals and public and private publications available on various websites and in libraries focusing on various aspects of Women Entrepreneurship.

1.7 TOOLS FOR DATA COLLECTION:

The collected data has been classified, tabulated and analyzed in a significant manner. For the analysis of data suitable statistical tools were used such as percentages, frequencies, Chi-square test, Neural Network, Structural Equation Model, Confirmatory Factor analysis and factor analysis are used and further to test the hypothesis of the study

Reliability Test: The study will apply the reliability test to know the primary data reliable for the examination of proposed objectives. The study will consider the Cronbach's Alpha i.e. > 0.7.The likert scale opinion questions will be considered and calculated values should be greater than the 0.7, then the data will be considered as reliable.

Frequency Tables: A frequency distribution table can give an idea about the spread of data in a glance. The frequencies will reflects the opinions of the women entrepreneurs in the perspective of qualities and traits for entrepreneurship of women, Constraints such as Economic, Psychological, Social and Financial constraints on the entrepreneurship development, Challenges faced by the women entrepreneurs and Suggestive measures for future prospects for the development of women entrepreneur.

Pearson Chi Square: The study applied the chi-square method to examine the association of Women entrepreneurs' demographic factors with the parameters of challenges and prospects of women entrepreneurship in IT sector. The study applied the chi-square for the analytical objectives to explore the association between the customers' demographic factors and awareness on Influencing factors for entrepreneurship of women.

Neural Network: The study examines the awareness level on the influencing factors of entrepreneurship by the women. The study will apply the neural network to prioritise the highly influencing factors to lower influencing factors for the entrepreneurship by the women through the importance value generated with the neural network.

Confirmatory Factor Analysis: CFA is applied to extract the high loading factors among the framed Challenges segment wise. The study has fixed the 50% base, which ever the factor loading value is observed to be higher than the base value will be considered for the framing of structure equation model. The primary data has been feed into SPSS data sheet and that sheet has been uploaded to AMOS software. In AMOS path diagram has been framed by the researcher for the confirmatory factor analysis and structure equation model.

Exploratory Factor analysis: The study adopted the exploratory factor analysis to know the high loading factors among the framed factors for the suggesting the measures of future prospects for the development of women entrepreneur in IT sector.

1.8 LIMITATIONS OF THE STUDY:

The study constituted to the limitations of Hyderabad district only where as different women entrepreneurs faces many limitations like work life balance, lack of support, gender bias, lack of access, limited risk taking, limited education, lack of role models and safety concerns. Where the research is proceeding with the duration of 2023-27.Women entrepreneurs may be expected to prioritize family over the careers. It has also they may be wary of taking risks. Women entrepreneurs' also face safety concerns. They may have difficulty navigating in professional networks which can lead to missed opportunities.

1.9 ORGANISATINS PROMOTING WOMEN ENTREPRENEURSHIP IN INDIA:

National Resource Centre for Women (NRCW) An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitise policy planners towards women's issues, facilitating leadership training and creating a national database in the field of women's development. Women's India Trust (WIT) WIT is a charitable organisation established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai. iii. Women Development Corporation (WDC) WDCs were set up in 1986 to create sustained income generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant. Development of Women and Children in Urban Area (DWCUA) DWCUA was

Introduced in 1997 to organise the urban poor among women in socio-economic self-employment activity groups with the dual objective of providing self-employment

opportunities and social strength to them. Women Development Cells (WDC) In order to streamline gender development in banking and to have focused attention on coverage of women by banks, NABARD has been supporting setting up of Women Development Cells (WDCs) in Regional Rural Banks and Cooperative Banks

Financial Institutions Assisting Women Entrepreneurship in India for the past several years, financial institutions have been playing a pivotal role in giving financial assistance and consultancy services to women entrepreneurs. These institutions include:
National Small Industries Corporation (NSIC),

All-India Development Banks (AIDBs), viz. IDBI, IFCI, ICICI, IIBI, IDFC and SIDBI,

Specialised Financial Institutions (SFIs), viz. Exim Bank and NABARD,

Investment Institutions, viz. LIC, GIC, NIC, NIA, OIC, UII and UTI,

Regional/ State-Level Institutions, viz. NEDFI, SIDCs and SFCs,

Commercial Banks,

Co-operative Banks, etc.

1.10 IMPLICATION OF THE STUDY:

The greatest revolution in a country is the one that affects the status and living conditions of its women. Promotion of women entrepreneurship ensures economic independence. Social emancipation of women gains social status. It makes women conscious of their rights and gains equal status. It creates more respect in the family and gives self-prestige, avoids gender bias and it eliminates dowry deaths. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will also solve tomorrow's unemployment problem.
Like any other developing country, one of the major challenges that faced by India is the increasing rate of unemployment. By encouraging women entrepreneurs this can be reduced to a great extent. The new ventures started by these women entrepreneurs can provide job opportunities to many other individuals as well. As a result of this the unemployment rate decreases and the standard of living of the people can be improved. This research helps women's entrepreneurship to get awareness regarding various government schemes. This study aid in the improvement of small company activities by providing a healthy environment that helps the women entrepreneurs to run their business smoothly. The establishment of measures that promote women's entrepreneurship has enhanced women's self-confidence. Stakeholders in industries can understand a range of problems faced by women

entrepreneurs. Women entrepreneurs strive to make their businesses more profitable, which there by contributes to social and economic development of country.

1.11 Chapter Plan

Chapter-I: Introduction.

Chapter-II: Research Design and Methodology

Chapter-III: Analyse the Motivational and Infrastructural factors Impacting on IT companies start-ups by Women Entrepreneurs.

Chapter-IV: Issues and challenges faced by women entrepreneurs in the IT sector.

Chapter-V: Findings, Suggestions and Conclusion

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